



GOAL: The goal of this rubric is to identify and assess elements of a strong elevator pitch.

HOW TO USE THIS RUBRIC:

- Self-Assessment: Record yourself delivering your elevator pitch using your phone or computer. Then review your recording and fill in the rubric by checking off the boxes and adding comments to self-assess your performance.
- Feedback from Colleagues: Present your elevator pitch to a mentor or peer(s). Ask them to assess your performance using the rubric.

ADDITIONAL RESOURCES: After completing this rubric, explore our Writing and Communication Center for additional support.

60-Second Elevator Pitch Rubric

An elevator pitch is an important sound bite that every scientific and medical professional should have ready to go when opportunities arise. This 60-second introduction about who you are and what you do helps foster meaningful connections with confidence when meeting new people. Since you might not always initially know how technical your audience is, it is important that your pitch is general enough at the start for anyone to understand; you can always dial up once you have a better understanding of your audience’s background and interests.

ELEMENT		EXPLANATION	CHECK
FORMULA	Greeting	Have a warm greeting. If in person, consider a handshake.	<input type="checkbox"/>
	Name	State your name.	<input type="checkbox"/>
	Organization + Title	Share your organizational affiliation and title.	<input type="checkbox"/>
	What your organization does	Provide the simplest explanation that you can of what your organization does.	<input type="checkbox"/>
	Why it matters (problem you are solving)	Explain to people why your work matters—the “so what.” Another way to think about this is to share the problem you are solving.	<input type="checkbox"/>
EXAMPLE	<p><i>Hi! I'm Jaye Goldstein. I'm the CEO and Founder of Founder to Leader. We're a coaching company that works with early-stage biotech companies. We equip first time technical founders with all of the non-technical skills that they need to scale their organizations. Ultimately the companies that we coach are creating solutions to improve human health and our climate.</i></p>		
DELIVERY STRATEGIES	Jargon	You have successfully achieved the 8 th grade/PhD tone and avoided the use of jargon.	<input type="checkbox"/>
	Brevity	Your pitch is roughly 60 seconds or less.	<input type="checkbox"/>
	Body Language	Your body is calm and in control.	<input type="checkbox"/>
	Voice	You use a professional tone, maintain a good pace, and your voice is clear, audible, and energetic.	<input type="checkbox"/>
	Next Steps	You are able to transition the pitch into an appropriate conversation.	<input type="checkbox"/>

Overall Comments (include one overall strength and one overall area of improvement):

SOURCE:



www.foundertoleader.com